

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 401 Issue 1



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 23070	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sale Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
2	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1		1	275
5	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5		5	750
6	M-F 9a Dr Phil MT.....	05	150	30 Comme	Nbr of Spots		1	1	150
7	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5		5	375
8	M-F 10a Your Carolina MT.....	05	75	30 Comme	Nbr of Spots		1	1	75
9	M-F 11a ET / 10a CT Price Is Right MTWTF..	04	225	30 Comme	Nbr of Spots	5		5	1125
10	M-F 11a ET / 10a CT Price Is Right MT.....	04	225	30 Comme	Nbr of Spots		1	1	225
11	Tue 8p ET / 7p CT NCIS	04	2500	30	Nbr of Spots	1		1	2500
Weekly Totals: Total Spots(Ord Spots)					1	35	6	42	

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12	Tue 10p ET / 9p CT Vegas .T....	05	1200	30 Comme		1		1	1200
13	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme		1		1	2000
14	Fri 10p ET / 9p CT Blue Bloods ...F..	05	1200	30 Comme		1		1	1200
16	CBS NFL Today SunS	06	225	30 Comme		1		1	225
18	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme		1		1	750
19	Sat SEC FootballS	06	750	30 Comme		1		1	750
21	Sat CBS NCAA FootballS	04	1000	30 Comme		1		1	1000
22	M-F 8a CBS This Morning MTWTF..	05	110	30 Comme		5		5	550
23	M-F 8a CBS This Morning MT.....	05	110	30 Comme			2	2	220
24	Sat 8a CBS This MorningS	04	150	30 Comme	1			1	150
29	Wed 8p ET / 7p CT Survivor	04	1650	30 Comme	1	35	6	42	1650
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31	Thu 9p ET / 8p CT Person Of Interest ...T...	06	1500	30 Comme		1		1	1500
32	Fri 8p ET / 7p CT Undercover Boss ...F..	05	800	30 Comme		1		1	800
35	Sun 730p ET / 630p CT 60 MinutesS	04	1500	30 Comme		1		1	1500
38	Sun 1030p ET / 930p CT MentalistS	05	1000	30 Comme		1		1	1000
40	Sun 4p ET / 3p CT NFL On CBSS	04	1200	30 Comme		1		1	1200
41	Mon 8-10p ET / 8-9p CT Two And A Half Mikes Molly M.....	05	1900	30 Comme			1	1	1900
Weekly Totals: Total Spots(Ord Spots)					1	35	6	42	

Grand Totals					Month 10 Weeks: 4				Month 11 Weeks: 4			
					10/22				10/29			
Totals					42				35			
Spots					1				1			
Cost					23070				20350			
					150				2570			

Grand Totals: Spots: 42

Gross Total:	23,070.00
Commission:	3,460.50
Net Total:	19,609.50